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SUBJ: SOVIET MEDIA ON BREZHNEV VISIT

1. SOVIET BROADCAST MEDIA CONTINUE SATURATION COVERAGE OF SUMMIT TALKS. JUNE 19 EVENING NEWS PROGRAM (VREMYA) EXPANDED TO 70 MINUTES FROM NORMAL 30 MINUTES ALLOTTED. ALL BUT LAST 15 MINUTES DEVOTED TO FULL- COLOR COVERAGE OF WHITE HOUSE DINNER, INCLUDING COMPLETE SPEECHES OF PRESIDENT AND BREZHNEV, AND TO RELATED TOPICS. LATTER INCLUDED ANALYSIS OF IMPORTANCE OF VISIT BY TV NEWS COMMENTATOR VALENTIN ZORIN, CAREFULLY STAGED ON THE STREET INTERVIEWS WITH A SELECTED " CROSS SECTION " OF SOVIET CITIZENRY, LAUDATORY REMARKS OF INDIAN AND PERUVIAN CP CHIEFS, AND INTERVIEWS WITH PROMINENT AMERICAN BUSINESS LEADERS. INCLUDED WERE CHAIRMAN OF NEW YORK STOCK EXCHANGE AND DUPONT. LATE NIGHT NEWS CARRIED IMPROMPTU PRESIDENTIAL PRESS CONFERENCE. EVENING TELEVISION ALSO FEATURED RERUN OF FIRST HALF OF USIA- PROVIDED FILM, DISCOVER AMERICA. RADIO COVERAGE ON JUNE 19 AND MORNING JUNE 20 CORRESPONDINGLY HIGH.
2. TWENTY- MINUTE TV PROGRAM ON NEW YORK STATE UNIVERSITY GRAPHICS EXHIBIT PRESENTLY SHOWING IN MOSCOW SCHEDULED FOR EVENING OF

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JUNE 20. HEAVY NEWSPAPER COVERAGE ALSO CONTINUES. JUNE 19 IZVESTIAY AND JUNE 20 PRAVDA DEVOTE ALMOST ALL OF FIRST TWO PAGES TO VISIT. IZVESTIYA REPORT FROM WASHINGTON QUOTES BREZHNEV DESCRIPTION OF MEETING AS A "GOOD BUSINESSLIKE" BEGINNING" AND ASSERTS THAT "ICE OF THE COLD WAR HAS CRUMBLER". PRAVDA FEATURES EXTENSIVE NEW COVERAGE AND FULL TEXT OF AGREEMENTS ON COOPERATION IN AGRICULTURE AND OCEANOGRAPHIC RESEARCH. TEXTS OF LEADERS' SPEECHES AND SUMMARIES OF NEWS CONFERENCE CARRIED. BOTH PRAVDA AND IZVESTIYA CARRY TWO LARGE PICTURES OF NIXON-BREZHNEV MEETINGS ON FRONT PAGE.

3. OTHER CENTRAL NEWSPAPERS FOLLOWING SUIT. WEEKLY LITURATURNAYA GAZETA JUNE 20 CARRIED FIVE PAGES ON VISIT AND THEME OF US- SOVIET COOPERATION , INCLUDING FULL PAGE INTERVIEW WITH US SPECIALIST PROFESSOR JAMES HOLLAND ON SUBJECT OF US- SOVIET COOPERATION IN CANCER RESEARCH.

4. ANOTHER SIGN OF THE TIMES WAS OPENING OF EXHIBIT OF " BOOKS OF THE USA" AT LIBRARY OF FOREIGN LITERATURE ON 19 JUNE. ACCORDING TO ANNOUNCEMENT IN MOSKOVSKAYA PRAVDA, MORE THAN 800 WORKS ARE BEING SHOWN.
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